

1.0 PURPOSE AND SCOPE

These regulations define parameters for the SCCOE web site.

2.0 ROLES AND RESPONSIBILITIES

Communication Services and the Regional Technology Center collaboratively manage the web site for the SCCOE. The following is a basic outline of roles and responsibilities:

2.1 Communication Services (CS) – supervises content, graphic design, user interface and framework.

2.2 Regional Technology Center (RTC) – manages web services and operations, databases, dynamic interactivity, systems administration; provides support to internal and external customers.

2.3 SCCOE Departments, Programs and Partners (Partners includes education organizations, selected business sponsors and school districts with enrollment under 1,000) – provide content to web master or Communication Services Department; update content and respond to online requests by customers. Each department, program or partner authorizes a web site contact person.

3.0 CONTENT

3.1 Format and Links

All SCCOE departments, programs and partners are presented in a consistent format. Links are provided to local, regional and state education resources.

3.2 Content Requirements

3.2.1 SCCOE departments, programs and partners receive five static pages at no cost.

3.2.2 All content (including new and updated) is reviewed by the Executive Director of Communication Services or her designee prior to being published on the web site.

3.2.3 All links will be reviewed for current information and operability.

References: BP 2610, AR 2620

Approved: 10/03/01

**Santa Clara County**  
**Superintendent of Schools**

3.2.4 Customers (SCCOE departments, partners and programs) are responsible for keeping their content current. The customer will be notified regarding out-of-date content. If the content is not updated in the requested time, the web master will delete it during routine maintenance.

### 3.3 Regulations

In addition to those defined in AR 2620 (section 3.0, Prohibited Uses), the following regulations apply:

3.3.1 An identifiable photograph **OR** full name of a K-8 student (but not both) may be posted with the written permission of the custodial parent or guardian.

3.3.2 Photographs and the full name of a 9-12 student may be posted with the written permission of a custodial parent or guardian.

3.3.3 Written permission for copyrighted or trademarked material must be obtained by the department/program providing content and kept on file in the Communications Services Department.

### 3.4 Design Standards

3.4.1 All web pages must conform to established templates.

3.4.2 Design for linked web sites for SCCOE regional programs may vary.

3.4.3 All pages within the SCCOE site and linked sites must link to the SCCOE home page.

### 3.5 Technical Requirements for Content

3.5.1 Text formats include Simple Text (Mac), WordPad (PC), Microsoft Word and Excel.

3.5.2 Tables are formatted in Excel.

3.5.3 Graphic files include JPEG (photo quality) and GIF. Graphic files are submitted separately from text files.

3.5.4 Electronic files are submitted to the webmaster via e-mail with attachments or on floppy, CD, or zip disks in PC or Mac format.

3.5.5 Customers must run a virus check before submitting files.

3.5.6 Customers must back up their own files.